

ABSTRACT OF THE DISCLOSURE

System and method for providing a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. The system and method include and involve an server system

5 configured to transmit a software system and data related to a advertising content source via an electronic data network. Also included and involved is a web browser client operating within a data processing system that is coupled to the server system via the electronic data network. The web browser provides a content

10 manifestation environment. The web browser client is operative to receive the software system and the data via the server system, to process the software system and the data to produce a window object within the content manifestation environment provided by the web browser client. The window object is

15 configured to dynamically manifest therein advertising content received from the advertising content source in accordance with the data. Also disclosed is a window object that is manifested within a windows based content manifestation environment which is provided within a web browser client. The window object

20 includes a content manifestation area that is configured to dynamically manifest advertising content received from an advertising content source via an electronic data network.